

# Expanding Your Practice Through Dental Referrals

by Ronald F. Arndt, DDS, MBA, MAGD

	YES	NO
1. I have mastered the art of getting plenty of patient referrals.		
2. I have trained my individual team members on how to correctly and effectively ask for referrals.		
3. I have a referral-gathering goal.		
4. I have an incentive and acknowledgement program for those patients who refer to me.		
5. I expect my number one source of new patients to come from referrals from satisfied, happy patients.		
6. I review, revisit, and revamp my referral generating expertise on an annual basis.		
7. I reward and recognize my team members for their referrals to the practice.		
8. I get permission to use testimonials from my referrers.		
9. I continuously look and listen for opportunities to ask for referrals.		
10. I have a tracking system in place to monitor my referral requesting success in my practice.		
11. I recognize that asking for referrals is the most effective and inexpensive way to add new patients to my practice. As such, I hold it as a high priority.		
12. I set an example for my team members by asking for and getting the largest number of referrals in the office.		
13. At ALL times I carry business cards to pass out to prospective patients and hand out when asking for referrals.		

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